

## **Job Description: Business Development Manager (SEO & Digital Marketing)**

**Company:** Coreminds Digital Private Limited

**Location:** Remote / Work From Home (WFH)

**Experience:** 1–3 Years

**Employment Type:** Full-Time

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### **Role Overview**

Coreminds Digital is seeking a dynamic, results-driven **Business Development Manager** with a proven track record in the digital marketing landscape. This role is designed for a strategic "hunter" who understands the technical nuances of SEO and Digital Marketing and can translate them into compelling value propositions for global clients. You will be responsible for the entire sales lifecycle—from identifying high-potential leads to closing high-ticket contracts.

### **Requirements & Qualifications**

- **Agency Background (Mandatory):** Minimum 1–3 years of experience specifically within a **Digital Marketing or SEO Agency**. Candidates without agency experience will not be considered.
- **Sales Acumen:** A deep understanding of the sales funnel, lead qualification, and the psychology of closing.
- **Communication Excellence:** Exceptional verbal and written English communication skills. You must be comfortable conducting video pitches and negotiations with international stakeholders.
- **Technical Literacy:** Basic foundational knowledge of SEO (On-page, Off-page, Technical), PPC, Content Marketing, and Social Media Strategy to effectively consult with prospects.
- **Self-Starter:** Proven ability to manage a pipeline independently while working in a 100% remote environment.

### **Key Responsibilities**

#### **1. Revenue Generation & Lead Conversion**

- Proactively identify and engage prospective clients requiring SEO, SEM, SMM, and web development services.

- Convert inbound leads and aggressively pursue outbound opportunities through cold calling, LinkedIn networking, and email marketing.
- Analyze client websites and digital presence to provide initial "gap analysis" during sales calls.

## 2. International Client Management

- Lead discovery calls and sales presentations for clients across various time zones (US, UK, Australia, etc.).
- Navigate cultural nuances in business communication to build trust with a diverse global clientele.

## 3. Relationship Management & Retention

- Act as the strategic bridge between the client and the technical execution team during the onboarding phase.
- Maintain long-term relationships to encourage upselling, cross-selling, and client referrals.

## 4. Strategy & Proposal Development

- Collaborate with the technical team to create tailored, data-driven proposals and pitch decks.
- Negotiate pricing, contract terms, and service-level agreements (SLAs) to ensure a win-win for the client and the agency.

## 5. Target Achievement

- Consistently meet or exceed monthly and quarterly sales targets.
- Maintain an organized CRM (HubSpot, Pipedrive, or similar) to track lead progress and provide accurate sales forecasting.

## Benefits of Joining Coreminds Digital

- **100% Remote Work:** Enjoy the flexibility and comfort of working from home.
- **Global Exposure:** Work with diverse industries and international markets.
- **Performance Incentives:** Competitive base salary plus an attractive commission structure based on closures.
- **Career Growth:** Opportunity to lead a sales team as the agency scales.

## How to Apply

If you have the "gift of gab" and a passion for the digital marketing industry, we want to hear from you!

- **Email your CV to:** [hr@coremindsdigital.com](mailto:hr@coremindsdigital.com)
- **Call/WhatsApp:** +91-863-046-1835
- **Website:** <https://coremindsdigital.com>